

Research on the Application of Traditional Patterns in Modern Packaging Design in Western China: Take the Mandala Pattern as an Example

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Abstract: *With the development of modern social life, the progress of science and technology, the rapid spread of global information, and the accelerated pace of economic development, some western cultural and aesthetic concepts are gradually flowing to China. Influenced by western culture, the Westernization degree of modern packaging design in China has obviously changed, which will directly affect the revival and development of traditional patterns in China. With China's excellent regional traditional culture as the core, adhering to the basic principles of geography, and striving to realize the unified development of excellent traditional culture and modern art design, it can not only meet the aesthetic needs of contemporary consumers for design products, but also realize diversified development needs from the spiritual level. Combining Mandala pattern with modern packaging design, innovative design of regional tourism product packaging, it can not only enhance the core competitiveness of the tourism market, increase the financial revenue of the tourism industry in western China, but also can effectively spread and inherit the traditional culture in western China, and promote the development of regional cultural and creative industry.*

Keywords: *Traditional pattern, Mandala, Package Design*

1. Analysis of traditional patterns in western China

China is a big family with a history of thousands of years. In the past hundred years. The snow-capped peaks and endless alpine grasslands are where people in western China live for generations. Due to the terrain characteristics of the snowy plateau, the clear water and blue sky, beautiful mountains and rivers, thin air and high transparency create the local unique exotic customs^[1]. Under the influence of the natural environment, the people of western China have formed a straightforward, awe of nature, optimistic and open-minded character. In the long-term plateau life, it has also created the emotion and choice of color for the people in western China, as well as the decorative patterns with regional characteristics. These traditional patterns reflect the western Chinese people's understanding and expression of natural beauty, artistic beauty^[2] and decorative beauty and the yearning for a better life. At the same time, these traditional patterns are expressed through architecture, painting, sculpture, Thangka, murals and other artistic forms, and then endowed with new meanings.

1.1. The historical origin of the traditional pattern in western China

To study the development process of the traditional patterns of various ethnic groups, we will certainly gradually analyze and explore through the connection of the local regional culture and local customs and customs. Referring to the historical origin of traditional patterns in western China, the sorting of relevant historical nodes is helpful to have a comprehensive understanding of the traditional patterns in western China, which is closely related to the development history of the region.

1.2. Morphological categories of traditional patterns in western China

After a long period of development and evolution, the traditional patterns in western China can be generally divided into five categories according to their expression forms, which are: geometric pattern, plant pattern, animal pattern, text pattern and Buddhist pattern. Among them, the geometric patterns, plant patterns and animal patterns and colors are transformed and extracted according to the people in

daily life; the characters patterns and Buddhist patterns are the products of the sacred harmony, and the pursuit of better life and good meaning.

The traditional pattern of decoration in the central and western regions expresses the inner tension of historical heritage and characteristic innovation through the characteristic depiction of natural scenery and humanistic documentaries, and so is the use of color. Dyes are mostly local materials, and the dyes are mostly refined from local minerals and plants. In addition, the traditional colors used in the decoration, as a cultural symbol, have rich social and cultural connotations. Each color is a beautiful place in people's hearts and has its own unique beautiful meaning. Its color has a rich characteristics and a unique regional style. People in western China highly integrate aesthetic interest with piety, exaggerated colors, repeated arrangement and reconciliation, warm light and dark expression, and finally form a characteristic artistic symbol with historical and cultural value and artistic appreciation value.

The Mandala pattern mentioned in this paper is one of the traditional patterns in western China. In Buddhism, Mandala belongs to a kind of secret religion art. The Mandala pattern has a strong regional style, which is distributed in architecture, painting, sculpture and other fields. This visual art pattern symbolizes the optimistic spirit world and emotional power of the people in western China.

2. The connection of Mandala patterns and modern packaging design

In the modern social life, the development of science and technology and the rapid dissemination of information, all walks of life have the charm of The Times, so is the modern packaging design. If designers want to design an eye-catching excellent packaging design, this requires that the packaging design should not only be practical and protective, but also have beautiful modeling characteristics, as well as good communication ideas and unique artistic style. The style of modern packaging design will directly affect the acceptance and popularity of consumer products, so in order to stand out from the same category, the exquisite packaging design and the publicity concept reflecting the connotation of the product will be more likely to win the favor of consumers. The unique regional characteristics of Chinese traditional patterns give people great satisfaction in the spiritual world. Integrating the traditional patterns with regional characteristics into the modern packaging design will make the modern packaging design have objective advantages in the packaging design of diversified social development. The application of Mandala traditional pattern in modern packaging design can not only reflect the excellent Chinese culture, increase people's confidence and pride, but also spread the history and culture, and enhance the recognition of modern packaging design.

Chinese traditional culture has high aesthetic value, and the traditional patterns in western China also have rich types. The role of Mandala traditional patterns in modern packaging design cannot be ignored, which should be better carried forward and inherited. Traditional patterns are closely linked to modern packaging design, the Mandala pattern elements are redesigned and applied in the modern packaging design, and the pattern elements consistent with the product are selected as the ornaments to meet the needs of consumers for product packaging design^[3], both combination can improve the design of product packaging in western China, at the same time can lead the development trend of modern packaging design market.

2.1. Mandala pattern gives the value connotation of modern packaging design

The Mandala pattern contains a profound regional cultural connotation, and is an important part of the excellent traditional Chinese culture. From the aspect of design, modern packaging design plays a role in protecting and promoting product information, which belongs to the integrated design of material and culture. If the mandapattern applied in modern packaging design, not only conforms to the popular trend of "China-fashion wind" and design concept, and can be the western China traditional culture better propaganda and development, at the same time can integrate the modern packaging design of material and cultural design principles, make it from the material level to the spiritual level.

The Mandala pattern is a symbol of reflecting the cultural characteristics of western China. People usually see products with traditional patterns associated with the local culture, and the integration of Mandala patterns in modern packaging design is a form of cultural output. Excellent modern packaging design with cultural heritage can improve the product level, and will increase the cultural and artistic value of the product. So Mandala patterns provide inspiration for modern packaging design, and the two are closely linked and interconnected.

2.2. Modern packaging design promotes the spread and development of Mandala patterns

Packaging is the carrier of spreading information and carrying products. The reasonable integration of modern packaging design with Mandala pattern can effectively spread the packaging design concept and regional culture. The traditional pattern with regional characteristics needs packaging design to better spread, promote and develop. With the development of the Internet, the trend of online shopping is becoming rapidly promoted. Modern packaging can not only protect products, but also become an important tool to spread culture, exchange information and improve product level. Modern packaging design can effectively spread the traditional culture in the western region of China, and make the regional characteristic culture glow with new vitality.

Traditional pattern in western China is formed in the process of human development, and its application in modern packaging design has certain direction and representativeness. We have the purpose to consciously apply the traditional Mandala pattern to the modern packaging design, which to some extent can show the cultural charm of goods and shine in other countries. An excellent modern packaging design has a strong cultural heritage and connotation, therefore, in the modern packaging design should be correctly treat the Mandala traditional pattern elements. Secondly, we need to find the intersection of modern packaging design and traditional pattern elements of Mandala.

Design is inseparable from our lives, and our lives are interrelated to some extent. The introduction of regional culture in modern packaging design can arouse the resonance of consumers to a certain extent and has far-reaching significance. Designers with certain regional characteristics of the Mandala pattern elements for packaging design, in some aspects will achieve the innovation of packaging design, will bring unexpected results. The original purpose of packaging design is to promote the sales of products. In this sales channel, integrating local culture into modern packaging design can better make the packaging and consumers achieve a certain fit, and this fit can bring better results to a certain extent. The traditional patterns of Mandala are integrated into the significance of The Times to convey the connotation of traditional culture and reflect the spirit of The Times.

3. Application of Mandala pattern in modern packaging design

With the gradual rise of ethnic style, in recent years, the number of tourists to various places has been increasing year by year, and the ethnic tourism handicraft market is unprecedented prosperity. Ethnic tourism handicrafts not only have ethnic characteristics, but also have commemorative significance. Tourists usually choose to buy and treasure them. The designer integrates the traditional Mandala as a design element into the modern packaging design, which not only meets the needs of customers for personalization, fashion, health and environmental protection, but also improves the artistic value and cultural connotation of tourism handicrafts. The application of Mandala patterns in modern packaging design has brought new value-added points for the characteristic handicrafts in western China, and expanded the application scope of traditional patterns in modern packaging design in western China.

3.1. Modern packaging design principles

Modern packaging design can not only play a protective role in the goods, but also pay attention to the principle of functionalism, personality innovation principle, green design principle and market priority principle.

First of all, an important principle of modern packaging design is functionality, including function in the physical sense and the satisfaction of emotional needs. In the packaging design, the shape should be simple, bright color, play a protective role in the product and combine with the emotional needs of consumers, so as to better attract the attention of consumers. Designers are required to establish good emotional resonance with consumers, and combine rational and perceptual in the design to create a modern and acceptable packaging design. Secondly, the new generation of young people gradually have the consumption ability, highlighting the personalized modern packaging design has become a new trend. Through personalized design, the packaging strategy not only abstract extraction methods and color visual feeling changes, but more importantly, reflects the unique personalized characteristics of consumers. Once more, the concept of green design meets the requirements of sustainable development, which has long been implemented into design practice, and naturally becomes the development trend of modern packaging design. We cannot make the ecological environment and resources only satisfied with our generation, but also make long-term consideration for the

development of future generations, so as to maintain the recycling of resources. Finally, modern packaging design usually takes economy as the design principle, which constantly tests the designer's grasp of the market fashion trend. A good modern packaging design will improve the added value of the product itself, increase the desire of consumers to buy, which requires designers to have a keen judgment in the packaging design, to design the product packaging of the current popular trend.

3.2. Design method of Mandala pattern in modern packaging design

Pattern status in modern packaging design is indispensable. It can be said that there is no pattern design, and modern packaging design will also lack basic interest, identification and cultural characteristics. Through the decomposition and reorganization of the Mandala patterns, the original patterns are simplified, and the original morphological characteristics of the Mandala patterns are maintained on the basis of recombination, and presented with new expression techniques. Although the new Mandala patterns have certain modern fashion characteristics, it can still identify the characteristic cultural concepts of western China contained in it, so as to demonstrate the successful application of the extraction of Mandala patterns in modern packaging design.

Through the detailed study of the background, related concepts, development status and the characteristics of modern packaging design of Mandala, the feasibility and superiority of integrating Mandala pattern into modern packaging design are shown by theory. Analyze the design cases related to Mandala pattern in real life, and prove that the application of Mandala pattern can be more attractive to consumers in modern packaging design. Secondly, fully practice in the design, summarize the design principles, and prove the superiority and feasibility of Mandala pattern application in modern packaging design.

3.3. Application enlightenment of Mandala pattern in modern packaging design

With the continuous development of modern science and technology and the arrival of 5G era, modern packaging design has a new development direction, and online mobile media as the mode of communication gradually surpasses the traditional media. Therefore, the use of online and offline various forms of media communication for publicity and diversified ways of communication can make the Mandala pattern spread in a wider range, and more people will understand the excellent traditional culture in western China. The diversity of media has narrowed the distance between modern packaging designers and consumers, designers know more about the needs of consumers, and the distance between designers and consumer groups is getting closer and closer. Therefore, the application of Mandala patterns in modern packaging design appears in front of the public in the form of new media communication, which will be more easily accepted by the public.

By sorting out and summarizing the artistic characteristics and modeling language characteristics of Mandala patterns, the application of Mandala patterns in the field of modern design is analyzed and interpreted, and the unique artistic characteristics of Mandala patterns are explored, so as to provide new ideas in the field of modern packaging design research. Using the design principles and forms of modern packaging design to express the Mandala pattern, making packaging design in line with modern consumer aesthetics, while showcasing the unique cultural charm of western China, inheriting and developing people's understanding of the Mandala pattern, seeking their own artistic creation methods, expanding the application scope of traditional Western patterns in modern packaging design, has important historical and practical significance for improving the quality of packaging in western China, promoting the further development of the handicraft market and inherited the traditional culture of western China.

4. Conclusions

Learning western China people's open inclusive attitude, the modern, simple, popular aesthetic culture into among them, the western Chinese culture good moral values, the arduous struggle spirit, patriotism, creativity, aesthetic consciousness and modern science and technology, modern cultural products and modern cultural market, on the basis of innovative practice, promote cultural modernization in western China, promote the spread of traditional culture, move forward.

The traditional Mandala pattern has been in the process of constant change and development, but the form is stable, with continuity and auspicious meaning. In the long-term development, the traditional Mandala pattern has been widely used, and has become one of the representative regional

cultures. In today's development of science and technology, the design content and diversified forms have not replaced the people of all ethnic groups for the Mandala patterns. In modern social life, in some areas of product packaging design, poster design and logo design, designers will still do not hesitate to choose to apply Mandala patterns in them. Mandala pattern has become one of the most representative and unique symbols, which not only represents the symbol of tradition, but also represents modernity, which has strong vitality.

Chinese traditional pattern has a long history of development. On the premise of understanding the history and culture of the western region, and exploring the new expression form of Mandala pattern in modern packaging design, it is an important way to inherit and carry forward Chinese traditional culture. Adhering to the basic principle of localization and striving to realize the unified development of traditional and modern art design can not only meet the aesthetic needs of contemporary people for design, but also realize the diversified development needs from the spiritual level. Packaging design represents the soul of the product ^[4], combining Mandala pattern with modern packaging design, innovating the packaging design of regional tourism products, it can not only enhance the core competitiveness of the tourism product market, increase the financial revenue of the tourism industry in ethnic minority areas, but also can effectively spread and inherit the traditional culture in western China, and promote the development of regional cultural and creative industry.

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